



J. A. Morris, KAM
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September 5, 1995

TO: See Attached List
 All Sales Reps with 7-Eleven (CID #0001-04-01 & #0001-04-02) in
 the attached Divisions.
 For Distribution through ROUs: 1110, 1210, 1310, 1610, 1710, and 2910

SUBJECT: 7-Eleven Co-Marketing Policy

Ladies & Gentlemen:

For clarification purposes, attached is a correspondence from CAM, M.J. McCarrick,
 outlining 7-Eleven/RJR Co-Marketing Policy.

Please follow through in signing up all Franchise 7-Eleven Stores that qualify for our co-
 marketing program.

- o 7-Eleven Franchise should be treated as Independent for reporting purposes under co-marketing.
- o All promotional programs should be presented at store level and implemented at store level.
- o All promotional monies due 7-Eleven Franchise should be made at store level.
- o All necessary contract 7101 information should be handled at store level and necessary paperwork be forwarded to the ROU.

Hopefully, this will clarify any misunderstandings concerning RJR/7-Eleven Co-Marketing Program for 1995.

Sincerely,

J. A. Morris
 JAM/dmo
 Attachment

Sales		Retail
1221 1,2,3,4,5,6,7,8,9	1222	
1222 1,2,3,4,5,6,7,8,9	1223	
1223 1,2,3,4,5,6,7,8,9	1226	
1224	1229	
1225 2,6,7	ROM	
1226 1,2,3,4,5,6,7,8,9	PC	SC
1229	MC	PA
1240		
1244 60	RSM	RBM

51855 1081

Sheet1

7-11 MAILING LIST		
DIV	NAME	
1122	J. D. Fenton	
1128	P. F. Killoran	
1128	A. P. Scott	
1130	G. A. Ritsert	
1131	G. Deschenes	
1221	M. McHugh	
1222	F. Iaconetti	
1223	M. Richards	
1225	F. L. Maney	
1226	G. P. Mitchell	
1229	S. C. Grossberg	
1244	G. Moulton	
1322	E. Toulon	
1326	D. L. James	
1330	G. Teeter	
1332	R. L. VanSickle	
1334	F. J. DeLong	
1340	J. A. Morris	
1623	R. J. Westenberger	
1626	T. A. McMahon	
1636	David Koonoy	
1638	Robert Ridge	
1736	B. K. Pearson	
2025	J. J. Kerigan, Jr.	
2026	C. A. Crouch	
2027	L. O. Stumpf, Jr.	